

Message Text

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ACTION EB-07

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SUBJ : FISCAL YEAR 76 COUNTRY COMMERCIAL PROGRAM-
FIRST QUARTER PROGRESS REPORT

REF : A. STATE 244219

B. STATE 280182 OF DEC. 1974

1. COUNTRY COMMERCIAL ACTION GROUP (CCAG) MET AND REVIEWED
FIRST QUARTER ACCOMPLISHMENTS OF FY 76 CCP ON OCTOBER 10.

2. ALTHOUGH SECTION HAD AVERAGED ONLY 50 PERCENT OF PERSONNEL
ON BOARD JULY-SEPTEMBER, CCAG FOUND FY 76 CCP FIRST QUARTER
GOALS SUBSTANTIALLY MET. IN SOME CAMPAIGNS (GAS UTILIZATION,
PETROLEUM REFINING) WHERE QUARTERLY ACCOMPLISHMENTS BEHIND
GOALS, ACCOMPALISHMENTS WERE SUFFICIENTLY CLOSE TO GOALS
TO EXPECT CUMULATIVE TARGETS WOULD BE MET BY END SECOND
QUARTER.

3. IN JULY COMMERCE POSTPONED FIRST QUARTER'S ONLY MAJOR
TRADE PROMOTION EVENT, AVIATION ELECTRONICS AND GROUND
SUPPORT EQUIPMENT TRADE MISSION ORIGINALLY SCHEDULED FOR
AUGUST, UNTIL JANUARY-FEBRUARY 1976. POSTPONEMENT WAS
USED TO APPLY TIGHT MANPOWER RESOURCES TO OTHER CCP
ACTIONS. ACTIVITIES IN FIRST QUARTER INCLUDED RECEIVING
NUMBER OF OFFICIAL VISITORS: ECONOMIC COUNSELOR FRFROM
GHANA, TEAM FROM OPIC, AND TWO PERSONS FROM THE COMMERCE
COMPREHENSIVE MARKET SURVEY TEAM WHO WERE COMPLETION
THAT STUDY. USUALLY HIGH VOLUME OF VISITS FROM NIGERIAN,
AMERICAN, AND OTHER FOREIGN BUSINESSMEN DROPPED IN
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AUGUST FOR THREE WEEKS AFTER CHANGE OF GOVERNMENT (JULY 29),

BUT CLIMBED IN SEPTEMBER. A NEW BUSINESS RECEPTION CENTER WAS ESTABLISHED TO HELP SERVICE VISITING BUSINESSMEN. VARIETY OF KEY NEW GOVERNMENT CONTACTS MADE.

4. IN WAKE OF CHANGE OF GOVERNMENT, CCAG NOTED NEED TO ALTER SOME ASSUPTIONS ON WHICH FY 76 CCP BUILT. CCP WRITTEN IN MAY AFTER PUBLICATION OF AMBITIOUS THIRD DEVELOPMENT PLAN (1975-80). FACE OF DEVELOPMENT ACTIVITIES HAS NOW SLOWED WHILE THE FMG REASSESSES COUNTRY'S PRIORITIES AND DIRECTION. WHILE THIS REASSESSMENT IN PROGRESS, GOVERNMENT AND SIGNIFICANT PORTION OF PRIVATE SECTOR HAVE SHOWN RESTRAINT IN ASSUMING MAJOR NEW COMMITMENTS OR MAKING COMPLEX DECISIONS. DEPARTURE OF NUMBER OF OFFICIALS WHO ORIGINALLY FORMULATED PLAN, DECREASE IN COUNTRY'S OIL EARNINGS AND CONTINUING PORT AND TRANSPORT PROBLEMS RAISE PROBABILITY OF NIGERIA'S CUTTING BACK ON DEVELOPMENT PLAN EXPECTATIONS. NEVERTHELESS, CCAG BELIEVES FY 76 CCP REMAINS SOUND APPROACH TO REALIZATION OF PRINCIPAL COMMERCIAL GOALS OF U.S. IN NIGERIA. CCAG FINDS CCP PRODUCT CAMPAIGNS AND OTHER PRIORITY CAMPAIGNS STILL TIMELY THEMES, AND EXPECTS THEIR IMPLEMENTATION TO MATERIALLY ASSIST AMERICAN EXPORTS TO AND INVESTMENTS IN NIGERIA.

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